



WCPO

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ORDER

Print Date 10/17/12

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Flight Dates 10/14/12-10/22/12

Contract / Revision 314618 /

Original Date / Revision
10/12/12 10/17/12

Advertiser Majority PAC

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Product

OH Sen Maj PAC 10.14-10.22

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2063

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	38	\$48,280.00	\$56,800.00	0.00	10/01/12	10/22/12	38	\$48,280.00	\$56,800.00
Totals	38	\$48,280.00	\$56,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/14/12	10/22/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	MTWTF--		1				\$225.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 2	WCPO	10/14/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	MTWTF--		1				\$900.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			



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Contract / Revision 314618 Flight Dates 10/14/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/17/12

Order Sep 00:20:00

Advertiser Majority PAC

Product OH Sen Maj PAC 10.14-10.2 Estimate # 2063

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WCPO	10/14/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--		1				\$900.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 4	WCPO	10/14/12	10/22/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$375.00	P-1	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	-----S-		1				\$375.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 5	WCPO	10/14/12	10/22/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 6	WCPO	10/14/12	10/22/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$450.00	P-2	0.00 NM	2	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S		1				\$450.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WCPO	10/08/12-10/14/12	SU GMA 7-8a		7-8a	-----Su	:30		(\$450.00)		0.00 NM		
		See MG 6.3,6.4 [no spot]												
	3	VCPO	10/21/12-10/21/12	SU GMA 7-8a		7-8a	-----Su	:30		\$450.00		0.00 NM		
		Ⓜ MG for 21.1,6.2												
	4	VCPO	10/21/12-10/21/12	Sunday Prime C		9-10p	-----Su	:30		\$4,500.00		0.00 NM		
		Ⓜ MG for 21.1,6.2												
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 7	WCPO	10/14/12	10/22/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	-----S		1				\$450.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 8	WCPO	10/14/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--		2				\$600.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 9	WCPO	10/14/12	10/22/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$750.00	P-2	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--		3				\$750.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 10	WCPO	10/14/12	10/22/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Majority PAC

Product OH Sen Maj PAC 10.14-10.2 Estimate # 2063

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 10	WCPO	10/14/12	10/22/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					1	\$650.00		0.00		
Week:		10/22/12	10/28/12	M-----					1	\$650.00		0.00		
N 11	WCPO	10/14/12	10/22/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	4	\$1,500.00	P-2	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,500.00		0.00		
Week:		10/22/12	10/28/12	M-----					1	\$1,500.00		0.00		
N 12	WCPO	10/14/12	10/22/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					1	\$2,000.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
N 13	WCPO	10/14/12	10/22/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					1	\$2,000.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
N 14	WCPO	10/14/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					1	\$2,000.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		
N 15	WCPO	10/14/12	10/22/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	3	\$900.00	P-1	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$900.00		0.00		
Week:		10/22/12	10/28/12	M-----					1	\$900.00		0.00		
N 16	WCPO	10/14/12	10/22/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	2	\$900.00	P-1	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					2	\$900.00		0.00		
Week:		10/22/12	10/28/12	M-----					1	\$900.00		0.00		
N 17	WCPO	10/14/12	10/22/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	1	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	MTWTF-S					1	\$1,500.00		0.00		
Week:		10/22/12	10/28/12	M-----					1	\$1,500.00		0.00		
N 18	WCPO	10/14/12	10/22/12	Late News Spec Ed (late Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00		
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00		
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00		



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Order Sep 00:20:00

Advertiser Majority PAC

Product OH Sen Maj PAC 10.14-10.2 Estimate # 2063

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 18	WCPO	10/14/12	10/22/12	Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
				Late News Spec Ed (late										
N 19	WCPO	10/14/12	10/22/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
				M-F 1135p-1202a Nightlir										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--		2				\$1,500.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 20	WCPO	10/15/12	10/15/12	M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,500.00	P-2	0.00 NM	1	\$6,500.00
				M8-10p Dancing										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	M-----		1				\$6,500.00		0.00		
N 21	WCPO	10/14/12	10/22/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,500.00	P-3	0.00 NM	0	\$0.00
				Sunday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S		1				\$4,500.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WCPO	10/08/12-10/14/12	Sunday Prime C		9-10p	-----Su	:30		(\$4,500.00)		0.00 NM		
		See MG 6.3,6.4												
		[no spot]												
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 22	WCPO	10/14/12	10/22/12	Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$6,500.00	P-2	0.00 NM	1	\$6,500.00
				Tuesday Prime A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	-T-----		1				\$6,500.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
N 23	WCPO	10/14/12	10/22/12	OSU Football	CM	1158a-1130p	MTWTFSS	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
				OSU Football										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	-----S-		1				\$4,500.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		
													Totals	38 \$56,800.00